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FALL, 1923

CATALOG OF

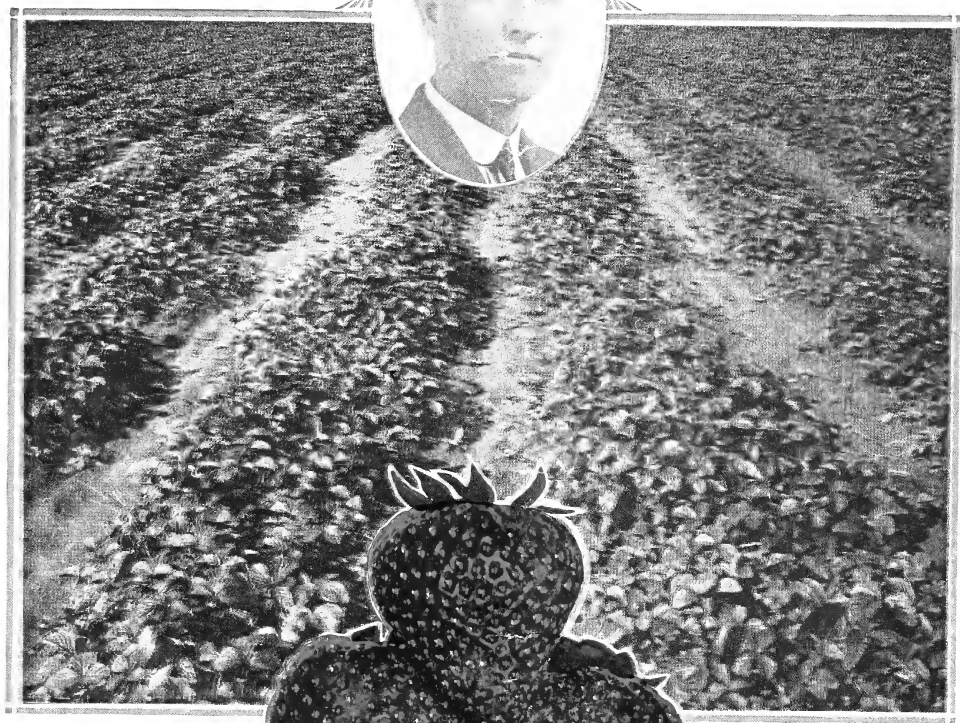
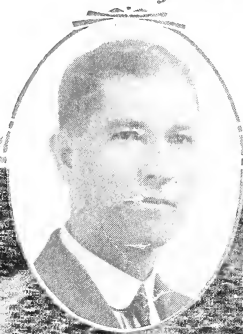
— SPRING, 1924

J. A. BAUER

Strawberry Plant
Specialist

Lock Box 38

JUDSONIA, ARKANSAS



All plants grown on
new lands and are
the highest grade
of plants. We
guarantee them so.
No better plants
grown at any price.
We stand back of all
stock we sell.

Local and Long
Distance Phone in
office, residence and
packing house.

J. A. BAUER

Lock
Box 38

Judsonia, Arkansas

Bauer's Famous Southern Grown Strawberry Plants

To My Friends and Patrons, Greeting:

I HEREWITH hand you copy of my 1923 and 1924 catalog of choice new ground grown strawberry plants. We have spared no money in producing the best crop of well rooted plants that can be grown. We have not as large a crop as usual but we have the best of quality in them. We start shipments October 15th, and continue from that date on.

We have built up the largest business of the kind in the United States. We sell more berry plants each year than any other concern. Our patrons make big money. We have customers in California who tell us they have cleared over \$2,000 per acre from our plants, and they swear by Bauer, Southern Grown New Ground Plants, and say they do best of all others in that state. We are prepared to do as large a business this year as ever before in rush times. We ship as many as a half million in one day. We hope to be favored with your order if a new customer, and if an old one we feel sure we will get your business again. We do business in the United States, Canada and Mexico, and some little in Cuba and Honduras, but we do not cater to business outside of the United States. We find we have plenty of business at home to keep us busy.

If you want good plants, pure true stock of the very best quality, guaranteed to please you in every way, place your order with us. We can do the rest.

If you want cheap stock at any old price, buy from that class of grower. We sell for a small profit, good stock, and we cater to the man who wants good stock, that a person can stand back of, and this we do with everything we ship out.

Thanking our many old patrons for past favors, and with best wishes for each and every one's success, I am,

Yours for better berries,

J. A. BAUER,

Judsonia, Ark., Lock Box 38.

GENERAL INFORMATION

We start shipment of berry plants October 15, and continue all the winter. There are very few days through the winter we cannot dig and ship plants. Of course, once and awhile we have a freeze up for a few days, but it does not last long, and we are soon digging and shipping plants again. Our plants are grown on sandy natured soil, which makes it favorable for us to dig most all the time.

We feel that we can give the best service in packing, and we have packers who have had years of experience and pack millions of plants each year, in fact that is their work from October 15 to March 20.

PACKING—We pack most all of our plants in slatted crates which we furnish free of cost. We use plenty of damp moss between layers of plants. Plants are all dug fresh, packed and shipped out at once. We pay postage on all orders of 50 plants of a variety up to 100 of a variety at prices in catalogue. We do not accept orders for less than \$1.00, and no less than 50 plants of any one variety sold. We advise shipments either by express or mail. In no case do we advise freight shipments as it is not safe to ship that way.

AMOUNT OF PLANTS WE SET PER ACRE—We set from 6,500 to 7,000 plants per acre. We find from experience it is best to set plenty of plants on the ground, you then are assured of a good stand in your rows in the fall. We place our rows 3½ feet apart, set plants 15 to 18 inches in the drill. In California and Southern Texas, they set as much as 20 to 40,000 plants per acre where they use the double hedge row system. If you are located in any of these sections, I would be governed accordingly.

HOW TO REMIT—In sending your remittance, we would advise you to either have bank draft, cashier's check or money order. In case you send your personal check, be sure to send 20c for collection. By sending bank draft or money orders, you are assured of prompt shipment, but where you send personal check, we wait for collection of check before making shipments, as we have found by past experience it pays to do so.

GOOD PLANTS—If you are wanting good plants true to name where the grower digs up all the rows giving you the best plants that can be grown, then place your order with J. A. Bauer.

CERTIFICATE OF INSPECTION—We carry certificate of inspection of our state, all necessary permits from other states to ship our stock into your state. We try at all times to comply with the laws of all states, and will say that any stock you buy from me is free from all disease and has been inspected by the State Inspector.

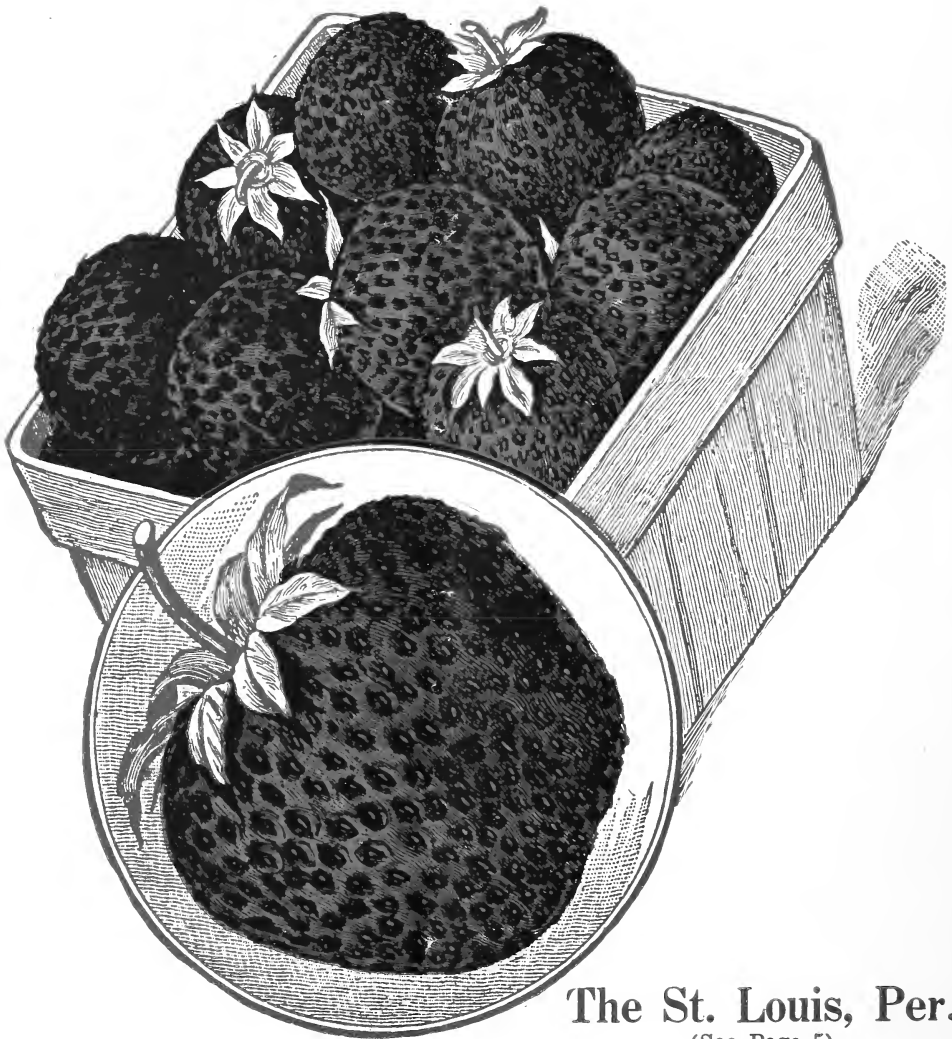
The plant crop this season is not as large as it has been in the past, the quality however is of the best, and we feel sure they will please you in every way.

EARLY ORDERING—We advise you to order early as in many cases we can book your order and ship as you may want them later, and if you wait so long then sometimes we are sold out of some varieties wanted.

OUR PRICES—We do not try to sell stock that will not please any patron. We strive to grow the very best and we are sure none grown is better than that which we have to offer. We ask a small profit on each sale and do not accept any orders if we can not make at least a small profit. We do not charge one man a big price and where we have competition sell for less, even where we are not making any profit, and let one man pay the profits on both orders. We do not think this method fair to our patrons, yet some growers do it, but we would rather lose any order than to use that way of getting an order.

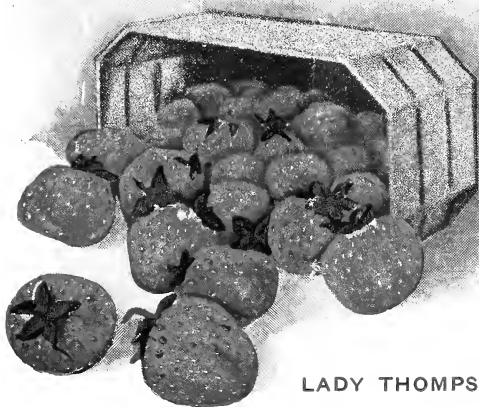
If you want good service, the best plants grown, then place your orders with us. We can supply the want and guarantee satisfaction.

J. A. BAUER.



The St. Louis, Per.

(See Page 5)



LADY THOMPSON

Description of Varieties We Have To Offer

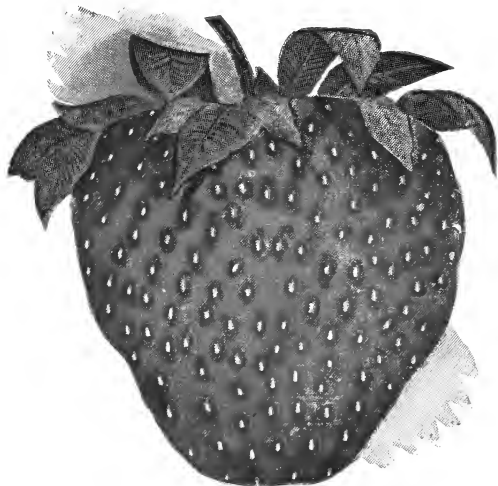
WE do not grow a large list of varieties but each and every variety we grow is a good one for the Southwest and South.

We feel sure that any variety we list will do well with you, and we know that the plants we have to offer this season are all of young stock, set spring 1923, and are grown for plants only, and we dig up all the rows. You get the big strong plants, not small weak alley plants made late in the season, but the choicest plants that can be grown.

THE ST. LOUIS, Per.—I am very proud of this variety which I originated about 10 years ago, and the time I sent them out for testing, I knew their main fault, which was being too soft for long distance shipments. Notwithstanding this fault, this variety is very popular the United States over, as it is an excellent home berry and for nearby markets, it is the largest early berry ever grown. We have grown them where 12 berries filled a quart box and they are great yielders. We have grown them where they would make 300 24-quart crates per acre. The season for ripening is about a week later than the Excelsior, but this variety fruits a long season. You will have St. Louis berries from the time they start until berry season is over. Do not fail to plant some of them.

LADY THOMPSON, Per.—This is an old standard variety, grown extensively over the Southwest, a good plant maker and a variety that stands the drouth well. Season of ripening, early to mid-season. In all one of the best varieties grown.

EXCELSIOR, Per.—This is the very earliest berry grown today, in fact they could not be any earlier as they bloom so early that some springs the frost gets part of the blooms. Anyone growing berries for a home garden should not fail to have at least some Excelsiors. The berry is very dark red, making the finest of jelly and preserves, fruit is of medium size berry, very firm, making an excellent shipping berry. This variety stands the drouth well and has made a success all through the Southwest.

**PROGRESSIVE**

PROGRESSIVE, Per.—The best all round everbearing variety grown. We have tried all of them and have never found any as good as the Progressive. We have a limited amount of these this season and have put the price as low as good plants can be sold for.

**DUNLAP**

DUNLAP, Per.—This berry is a great success all over the North and Northwest. It does not do so well in the South, but it is a hummer for the North and Northwest. The demand is always heavy through the northern states. We have a nice stock of this variety and at this time we are able to take care of all orders. The season of ripening is mid-season.



MISSIONARY

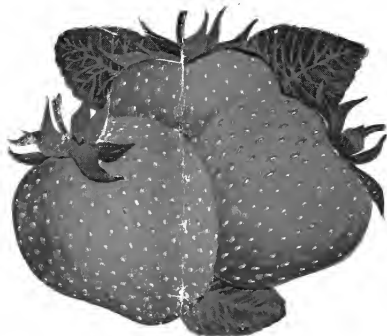
MISSIONARY, Per.—This is a great berry in Florida and Mississippi, more of them are set in Florida than any other state in the Union. The berry ripens with the Klondyke, which is counted the second earliest variety. We have a fine lot of these plants and could take good care of your orders.

MICHEL, Per.—This is the second best berry for home use we have on our list. They ripen about the time the St. Louis do. The berries are very sweet. They are good for home use and nearby markets. They are good drouth resisters and are grown extensively in the Southwest.

IMP. KLONDYKE, Per.—We find the Imp. Klondyke the berry of all berries in the Klondyke family. We feel that they are better than the old original Klondyke. They make a stronger plant and the fruit is larger than the old Klondyke. Klondyke and Aroma strawberries in car lots sell like hot cakes, and while you are growing them, you might as well grow the best variety that would make the best yield. Of course this does not mean that we do not sell them in express shipments, but they are the two principal varieties grown for car lot shipments. We have a fine stock of these and can furnish orders for you in millions, and we hope to hear from you if your orders are over 50,000 plants.

KLONDYKE, Per.—This variety was introduced by a man by the name of Cloud, several years ago, in Louisiana. The Imp. Klondyke is an improvement of the original Klondyke. However we have the original Klondyke strain yet. I can furnish this variety in any quantity wanted, and if you are interested in large amounts, please send me your list of wants for special prices, as we may be able to make you a better price than catalogue prices.

AROMA, Per.—The Aroma and Klondyke varieties are planted more extensively for car lot shipments than any other varieties grown. It seems that the Aroma and Klondyke have their reputation established in the strawberry line the same as the Elberta peach has in the peach line. You will not make any mistake in planting the Aroma if you want the best late variety for car load shipments. They will make you good money. We grow the Aroma in large quantities and can furnish you any size order you make even though it may be a million. We shipped a solid car load of Aroma plants last spring to one new association. We are better prepared even now than we were last year to furnish in large amounts. If you want a large amount, please write for special prices.



KLONDYKE

GANDY, Per.—The Gandy is an old standard variety, grown largely in the North. There are a great many growers even in the South who make money growing the Gandy. We have only about 200,000 plants of this variety so if you want any Gandy, you had better order early.

EVENING STAR, Per.—This is the largest berry we have ever grown. We consider it a cracker-jack. The berry is large to very large. They command the highest market price, in fact, selling higher than any berry on the market at time of ripening. It makes a very large healthy plant and is especially adapted to strong land. You can take the Evening Star on strong land and make 300 24-quart crates per acre. You cannot do better if you plant Evening Star.

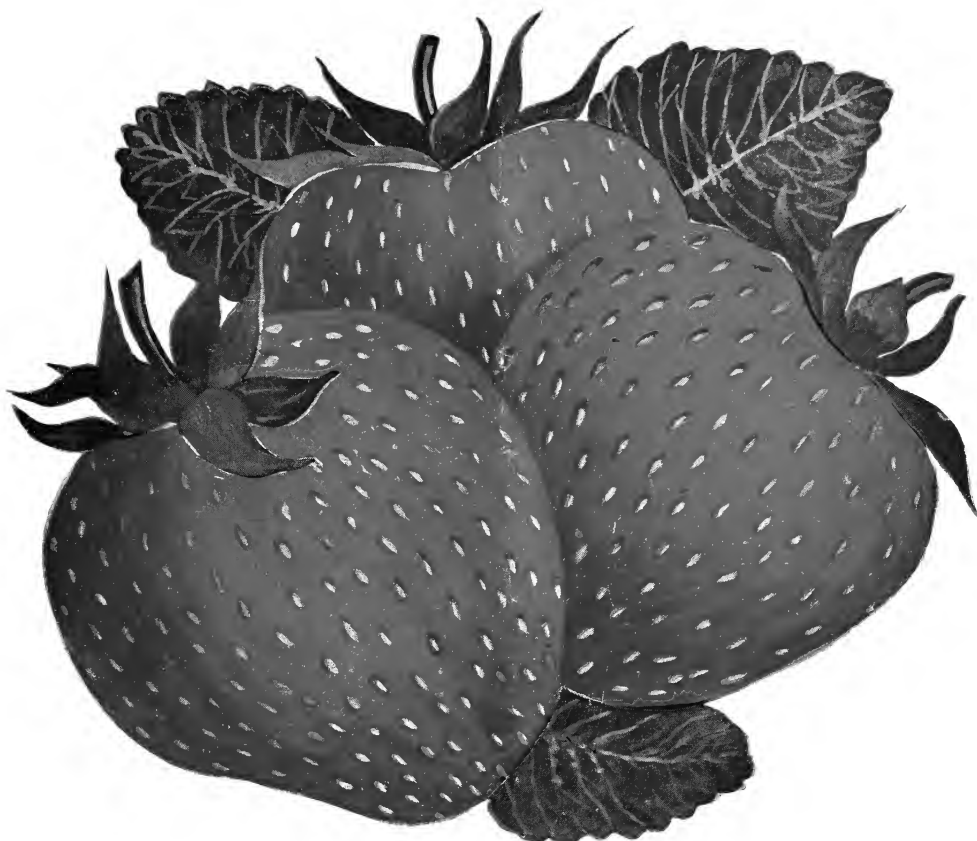
MIXED PLANTS, Per.—In digging up our fields where two varieties grow side by side, we always have a middle mixed with two varieties. Also many times we have odds and ends left in the packing house after packing regular orders. These we sell as mixed plants. You may get only two varieties in this order or you might get six or seven. We recom-

mend these highly for garden purposes. We have a special price made on them and will be able to take care of your orders.

TEXAS, Per.—This berry comes nearer being an all summer berry than any other berry we have ever grown. Most every summer they make a good second crop about six weeks after spring crop, and the berries are large and sell as well as the spring crop or better. It is a good strong plant and one that makes big crops. You'll make no mistake in planting them.

LADY CORNELLIE, Per.—This berry does well in Mississippi, Florida and California as well as in Louisiana where they are grown on a large scale. Berry is good color; season same as Klondike; very productive, and a berry that will make big money for any one who grows them.

All varieties are perfect blooming varieties. All are the very cream of the strawberry list and will do well all over the country. I hope to be favored with your orders. Make all checks and money orders payable to J. A. BAUER, Lock Box 38, Judsonia, Arkansas.



IMP. KLONDYKE
(See Page 8)

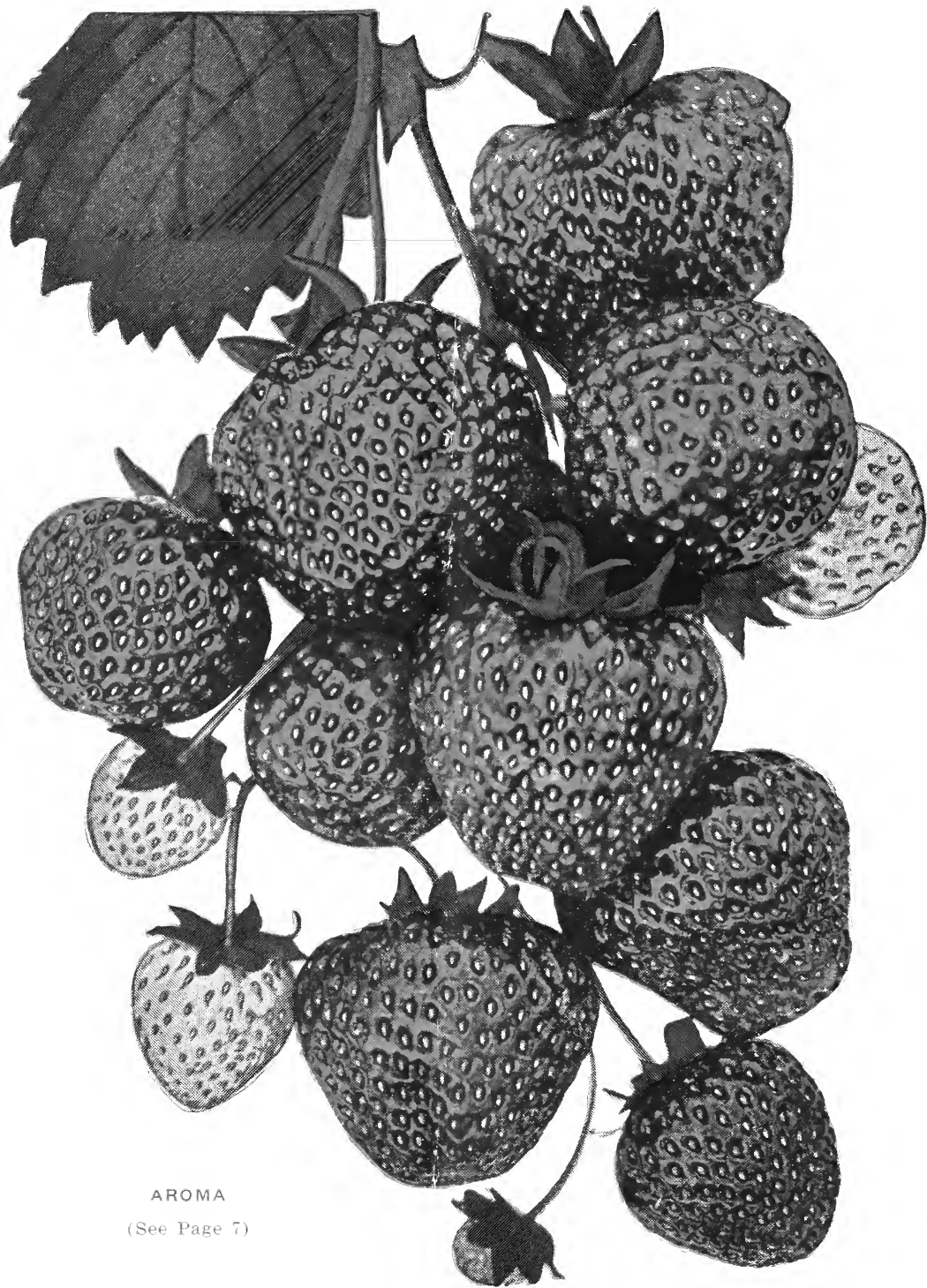
IN CONCLUSION

We have told our story and we hope to be favored with your order for good strawberry plants. For over forty years the name Bauer has stood for the best in strawberry plants and we feel sure we can please you as well as we have pleased thousands of others in the past.

DISCOUNTS

On any orders for over 5,000 plants we offer 5% off from catalog prices; for orders for 10,000 plants, 6% off; for orders for 15,000 plants, 7% off; for orders for 20,000 plants, 8% off; on all orders for 30,000 to 50,000, 9% off; for orders of more than 50,000 plants, 10% off. In all cases cash must accompany order to get this discount. On orders where over 75,000 plants are wanted send list for special prices and we will make best prices possible.

Make all money orders or drafts payable to J. A. Bauer and address me Lock Box 38, Judsonia, Ark.



AROMA
(See Page 7)

Price List of Plants

In 50 and 100 lots of a kind they come by mail, postpaid. In lots of 250 up they come express, collect. You must take 250 of the one variety to get the 250 price. We do not allow you to select four varieties and take 250 of each and expect the 1,000 rates, as it costs us more to fill the smaller orders and we must get a little more for our plants to cover this extra cost.

Variety	Mail		Express, Collect		
	50	100	250	500	1000
✓ ST. LOUIS, per.	\$1.00	\$1.75	\$2.00	\$3.75	\$6.00
✓ Lady Thompson, per.75	1.25	1.50	2.25	4.00
✓ EXCELSIOR, per.75	1.25	1.50	2.25	4.00
✓ MISSIONARY, per.75	1.25	1.50	2.25	4.00
✓ MICHEL, per.75	1.25	1.50	2.25	4.00
✓ Imp. Klondike, per.	1.00	1.50	1.75	2.50	4.25
✓ Klondike, per.75	1.25	1.50	2.25	4.00
✓ Dunlap, per.75	1.25	1.50	2.25	4.00
✓ Aroma, per.75	1.25	1.50	2.25	4.00
✓ Gandy, per.	1.00	1.50	1.75	2.50	4.50
✓ Evening Star, per.	1.25	1.75	2.00	3.75	6.00
✓ Texas, per.	1.00	1.50	1.75	2.50	4.50
✓ Lady Cornellie, per.	1.00	1.50	1.75	2.50	4.50
✓ MIXED PLANTS75	1.25	1.50	2.25	4.00
✓ PROGRESSIVE, per.	1.50	2.75	2.75	5.25	10.00

HOW TO SEND MONEY—I advise you to send express money orders, bank draft or post office orders. Where personal checks are sent the order sometimes is delayed. Make all money orders and drafts payable to J. A. Bauer, and give as much time as you can in advance for us to get out your order. In other words, don't wait until the day you want plants before you place the order, but order early and name shipping date at that time.

Thanking you in advance for any business you may give me, and with best wishes for all, a good year's business in whatever line you may be in, I am,

Yours for better and more strawberries,

Lock Box 38

J. A. BAUER, Judsonia, Ark.



How We Grow Strawberries

This book may reach the hands of someone who has never had experience in growing strawberries. I wish to say many think it is a hard job to grow strawberries with success, but I have not found it this way for it is with strawberries as with other crops—you need not set them out and let the weeds and grass grow up in them, not hoe and plow them and then expect a crop the coming season for you will be disappointed. Work is what it takes to make strawberries, and big crops of them. This year I have worked my strawberries more than I have ever done before, but by so doing I have a better stand than 99% of the growers in this country, but of course it comes from my keeping everlastingly at it and keeping the crust broken. I will tell you how I prepare my ground and how I set and work my strawberries. While, of course, this may not work in your section, if you live in the North, for growers in the North will have to prepare land in a different way from this.

First—If I had new land—I had rather have new land for strawberries—clear and cut stumps out well, and after doing this, grub up small roots. Now, I would take my two-horse breaking plow in October or November, and would break this land good and deep. I would then let it lay until it had taken four or five good freezes, and would then put my harrow on it and tear it up good and let it freeze again. This would have a tendency to kill all white grub eggs in the soil. When early spring rolls around I would take my two-horse plow again and break land crosswise; this is one of the main things—to get it broke up good. After this I would take a harrow and harrow both ways. I would then take a two-horse hay rake and rake up the loose roots over the field into piles and burn them. After doing this I would give it another good harrowing. Next I would get my plow and make my rows (single shovel plow). I make my rows three and one-half feet apart. Try to get them good and deep and after making the rows



A Berry Patch in Bloom and an Early Riser

I would put from three to four hundred pounds of bone meal in the drill where I intended to set plants, after which I would take a one horse turning plow and throw two furrows on this, one from each side of the row; then I would take a light fourteen tooth harrow and harrow down the ridge; then you are ready to set the plants. You may use a trowel or dibble, and you can set with success from three to five thousand plants per

day in land that is well prepared. If you have not got new land, and wish to use old land I would go about breaking land in the same way, but I would use heavier applications of bone meal than on the new land.

After you have set out your plants about one week or ten days I would go over them with small harrow, the one I used in harrowing ridges and break crust in middles and keep it well side



This Shows a Fine Single Hedge Row, Like We Grow

harrowed as the season advances. As the grass and weeds come I would take a hoe and keep them cleaned out and would continue this during the summer, and as the season advances I would take a small plow and work them, but the only time I would use a large plow would be in September. I then take a single shovel with sweep and break out the middles so they will have a water furrow, but in the summer season I work on the level and I have always found this is the best method when we have dry seasons like we have had for the last two years. Keep drill well worked and hoe until September, and then if you will go through them, get out all the grass and weeds you may lay them by, you will not be troubled with grass and weeds any more during the season. This is my method of working for first season, only I did not tell you how I set my plants. I set them from sixteen to eighteen inches in the row, using from 7,500 to 8,000 plants to the acre, using nothing but big, strong and healthy plants as you can't expect to grow a good berry crop from weak plants.

This is the way I would work berries the second year. After my berries are picked I would go through the middle with a single shovel plow, breaking out the middle. I would then take turning plow and bar off rows leaving them eight to ten inches wide, then I would take hoe, crop out the plants, leaving them six or eight inches in the row; then I would

take single shovel plow—same one used to break middles—and dirt this up. What I mean by dirt is plowing next to berries and in same furrow where you barred them off, and by doing this the plants will grow so that you will not be able to tell whether it is a young patch or old one. After doing this I would work berries through the season same as first year, hoeing them and in the fall lay them by just the same as first year.

DIFFERENT METHODS OF GROWING

There are many different ways of planting and working strawberries. There is one way known as the single hedge system, which is the method I have given you and there is the double hedge system which is used in the extreme Southwest and California. I would advise all who have never tried other methods to plant in the single hedge row as I believe it is the most successful way berries can be grown. I believe by anyone following above advice on how to work and grow strawberries you can grow them with success, and if there are other points anyone wants to know I would be glad to answer questions any time I have time; but of course, during my busy shipping months I would not be able to give any time to your questions, but during my leisure months during the winter and a short time in the summer, I will be able to answer any questions you may wish to know, and hold myself in readiness to do so upon request.



Here Is a Fine Block of imp. Klondyke Plants. We Have Plenty for All.

Universal

FOLDING

Berry Crates

Bushel Boxes

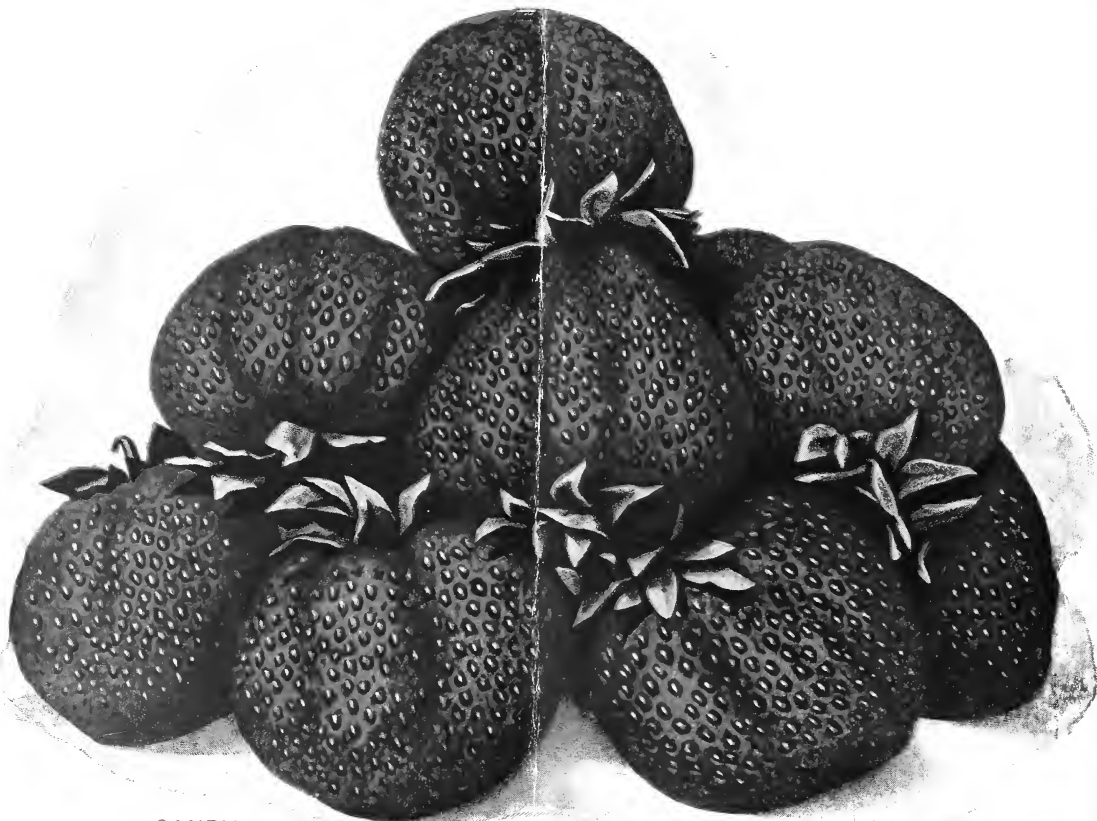
Apple Crates

Sweet Potato Crates

Enterprise Box Co.

Judsonia, Ark.

WHEN you buy Bauer Berry Plants you
buy from the very largest grower in
the whole southwest.



GANDY

DON'T THESE LOOK GOOD ENOUGH FOR ANYONE?

When you plant BAUER plants you
make big, well colored fruit like this

J. A. BAUER STRAWBERRY PLANT
SPECIALIST

Lock Box 38, Judsonia, Arkansas